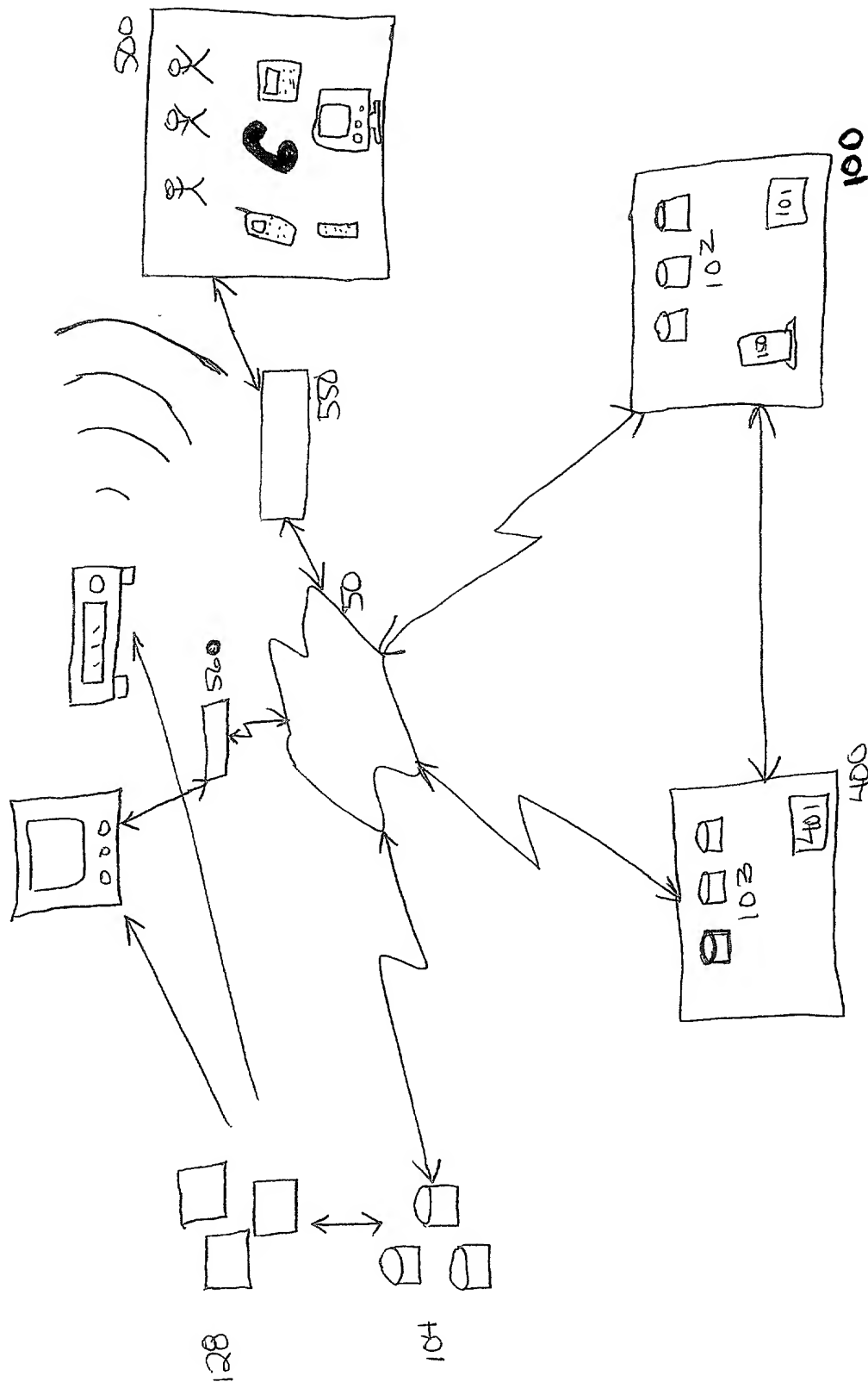


FIGURE 1A



Interactive TV/Radio

You have the opportunity to personalize your Interactive TV/Radio service. By providing the information below, we will create a personal service just for you.

Zip code

Birth Year

How do you preferred to be contacted?

Email ☒ Phone ☐

What device do you use most frequently for Interactive TV/Radio?

Phone ☐ PDA ☐ Remote ☐ PC ☐

What is the speed of your PC Internet connection?

Low ☐ High ☐

What is your preferred PC multimedia player?

RealPlayer ☐ Windows Media ☐

Content Preferences:

Coupons ☐ Contests ☐ Promotions ☐

FIGURE 1B

CODE_PREFIX: VARCHAR2(30) NOT NULL (FK)	202
BROADCASTER: NUMBER(20) NOT NULL (FK)	203

FIGURE 2

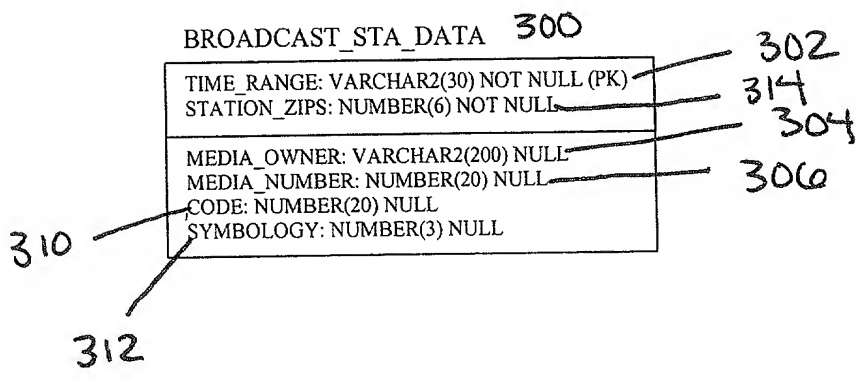


FIGURE 3

205710"04524001

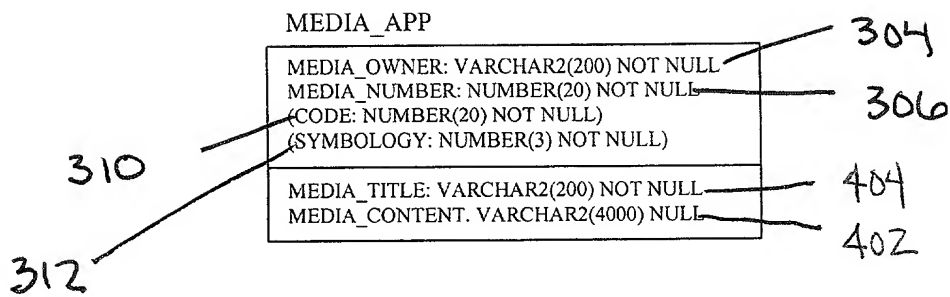


FIGURE 4A

205710"04524001

Code Manager

Account Registration

- ✓ Step 1: Registration Overview
- Step 2: Complete registration form
- Step 3: Registration summary

Complete registration form

Please fill out the information below. All fields marked with an asterisk (*) are required.

Enter login information

*Company

Note: we will provide you a username and temporary password to log in for the first time.

* Broadcast Number

Enter account administrator details

* First name

Middle name

* Last name

Sakitation

Choose

Job title

* Email address

Registration information will be sent to this address.

Done

Internet

450

Figure 4B

205710" 04524007

Code Manager

Set up new service

Step 1: Enter service details

Step 2: Enter code details (if adding a new code)

Step 3: Link service contexts

Enter service details

All fields marked with an asterisk (*) are required

Enter service details

* Service name

* Default display name for service

Advanced: service URL

Default display name for code(s)

Default code URL

Select code orodelist

1) Use new Scanlet

Please note: adding a new Scanlet will incur a Scanlet registration fee. See the [Terms and Conditions](#).

462

463

461

460

Figure 4C

FIGURE 5A

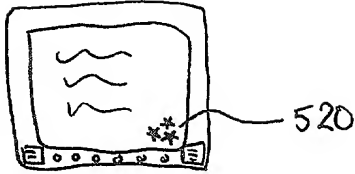


FIGURE 5B

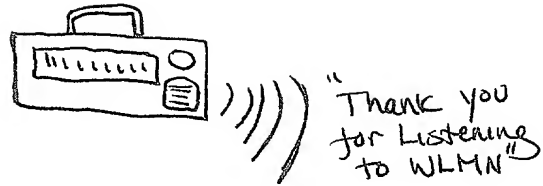


Figure 5I

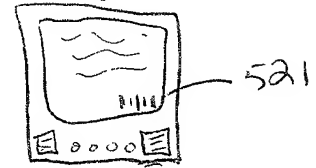


FIGURE 5C



FIGURE 5D

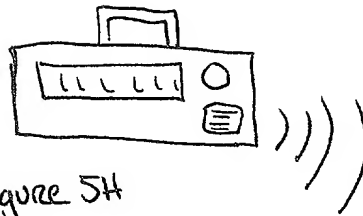


Figure 5E

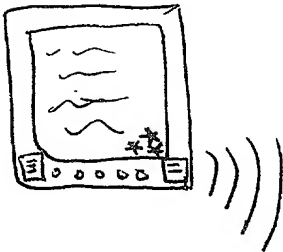


Figure 5H

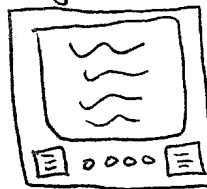


FIGURE 5F

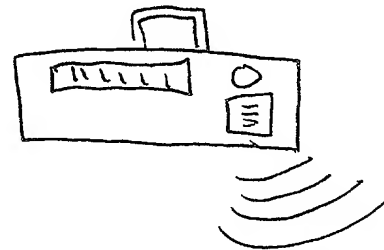
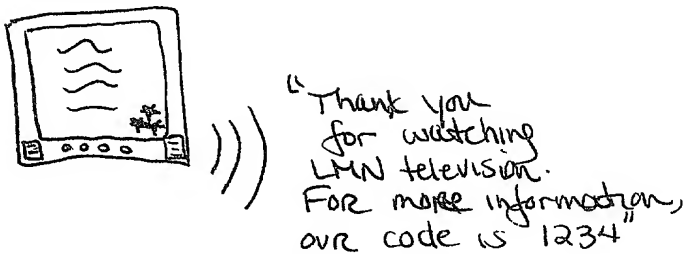


FIGURE 5G



205170-04524001

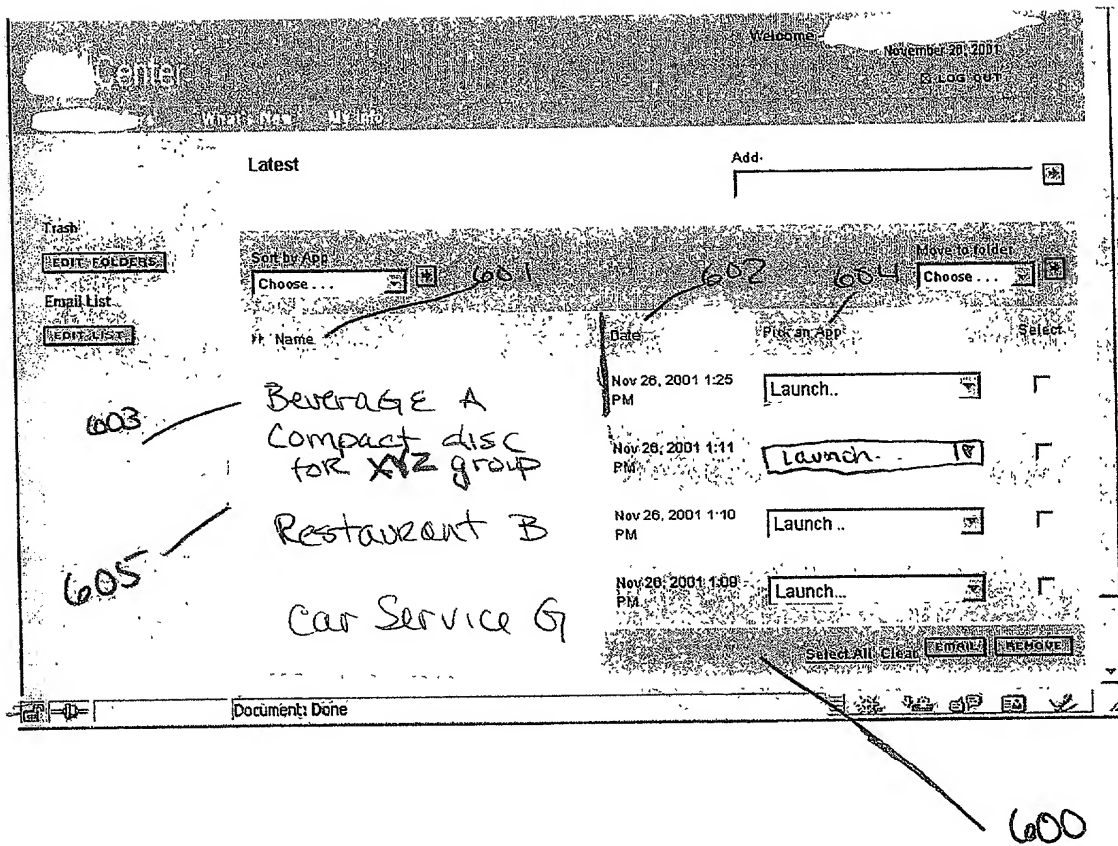


FIGURE 6A

FIGURE 6B

TO: END USER
FROM: Content Provider
DATE: December 3, 2001
RE: Offer
Receive 50¢ off your next purchase of Beverage A

FIGURE 6C

www.XYZGROUP.COM
PURCHASE CD'S for ONLY \$10
<u>XYZ GROUP</u>

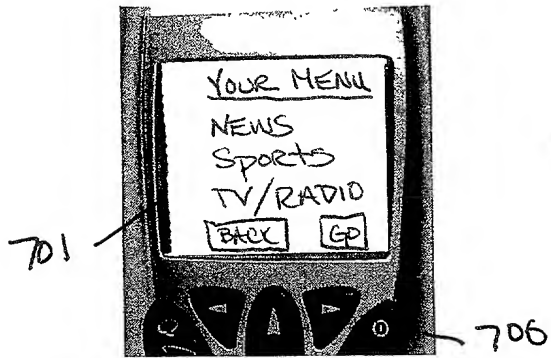


Figure 7A

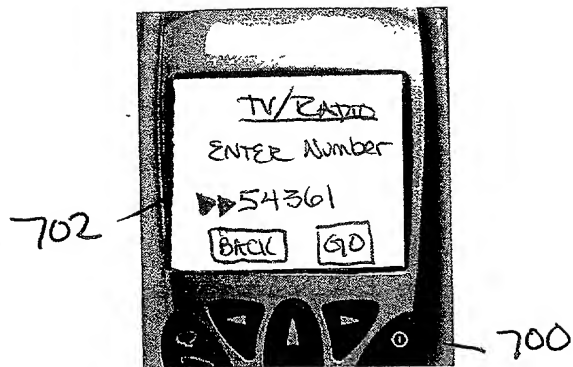


Figure 7B



Figure 7C



700

Figure 7D



700

Figure 7E

1004540.0454001

TO: MEDIA OWNER
FROM: SERVICE PROVIDER
RE: LATEST STATISTICS

100 users expressed interest
in your advertisement
(I.D. # 12345)

50 of these users were
from the north eastern
region of the U.S.

10 of these users employed
a wireless scanning device
to obtain and submit codes

Figure 8

FIGURE 9

